

You've got to like who you're working with

If you're looking to find an investment broker, or a financial advisor, one of the most important things they say to do is to make sure you like the person. You need to feel comfortable and trust that the person you're dealing with is someone you want to deal with. And real estate is no different. Think of it. You are asking this person to sell something for you that could range anywhere from \$75,000.00 to \$750,000.00. So you'd better have a good working relationship.

Your choice of agents can greatly influence; (a) the number of homes you have to choose from; (b) the quality of information and guidance you receive; (c) the price you pay; and (d) the quality of the home you purchase.



Sometimes property owners may be their own worst enemy when it's time to sell. Some sellers approach this significant financial expenditure with less knowledge of what an effective professional can do for them than when they hire a licensed plumber.

If sellers don't know what a real estate professional can achieve, how can sellers tell when they've hired an exceptional real estate agent or even a competent one? This knowledge gap makes the listing process a challenge for both parties.



There may be some sellers as well who reluctantly use a REALTOR and are dubious of their worth. Those who believe you can't expect much from a REALTOR are rarely wrong since this self-fulfilling prophecy undermines the professional relationship and spoils the results. This lack of respect can lead to diminished returns all around.

Consciously or unconsciously, these sellers undermine the agent's efforts and build barriers to the rapport between REALTOR and owner that is essential to achieving the sellers' goals – or exceeding them. A REALTOR should be allowed to function as a professional extension of the owners, but that requires the owners' co-operation and commitment.

Owners who are too emotionally invested in their property or are rigidly determined to be in control, rarely discover what a REALTOR can do for them in marketing, selling and negotiating on their behalf.

Those who tap into the skills, knowledge and enthusiasm that an experienced REALTOR brings to a

transaction are often very impressed by the depth of sales strategies, the breadth of real estate knowledge involved and pleased by the REALTOR's one-track determination to achieve the seller's goals.

Sellers who want maximum effort from a real estate agent should be prepared to work on the same level themselves. Buyers are "king" once a property is listed. Their schedules rule and when sellers restrict availability for showing or refuse to inconvenience themselves by temporarily vacating while buyers view the property, agents can become frustrated and sellers can end up losing out.



Especially now with the great number of makeover TV shows and home design magazines, today's buyers expect a looks-like-new house or with great decor. In this case, REALTORS understand which updates and upgrades can cost-effectively reduce selling time and boost sale price.

If an owner ignores this new level of buyer expectation and feels "this was good enough for us," can the seller later legitimately lament that they didn't get enough for their house or that their REALTOR didn't do enough for them?

However, this does not mean that all REALTORS are created equal and can achieve what you're looking for. And not all talented REALTORS are necessarily the REALTOR for you. This goes back to our original statement of making sure you have a good relationship with your REALTOR.

Let's say for example that you're a retired couple looking to downsize. You're not overly concerned with open concepts or fancy fixtures. You like the tried-and-true with a basic floor plan. In this case you wouldn't want a REALTOR who is constantly showing you houses with 'the latest'. Especially if it involves complicated electronic panels that require punched-in codes to maintain or monitor things.

The opposite is equally true if you are looking for the most up-to-date home in design and function.

Granted an experienced REALTOR is just as capable of finding you either type, but when it comes to a relationship, you might feel more comfortable with someone who is of the same mind, or at least, demonstrates they truly understand what you want.

Like looking for any professional service, this 'fit' between you and your professional REALTOR may not happen right away. It may take some time to interview various REALTORS to get their perspective on things, and to make sure you can work well together. But once we've settled on the right person, you can be assured your real estate experience will be the best it can be.